

**TO:** D. P. Fitzgerald G. A. Neal S. Malloy  
J. T. Odom T. M. Smith Y. L. Willard  
J. J. Ellegate J. E. Powers W. Jennette  
S. R. Qualkinbush M. W. Shaw T. M. Coleman  
J. R. McKinney M. O. Smith S. B. Calloway  
M. J. McKinny C. M. Davis K. M. Adams  
K. V. McCaffrey R. B. Grout S. G. Steen

**FROM:** R. J. Luongo

**DATE:** November 17, 1997

**SUBJECT:** March WINSTON B2G1F Allocations

Attached is the March WINSTON B2G1F allocation. Please add the attached page to the First Quarter 1998 Workplan Promotion Allocation Packet dated November 6, 1997.

ccd

Attachments

c: D. L. Bomgardner  
S. G. Reid  
F. E. Cook  
C. M. Uffindell  
ROMs  
Promotion Coordinators

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**March WINSTON B2G1F Promotion  
Promotion #800115, Item #538994**

Region		6M Cases				SKUs	Offers
		FF Box	Lt Box	UL Box	Total 6M		
1100	Boston	238	476	238	952	7,140	142,800
1200	New York Metro	195	390	195	780	5,850	117,000
1300	Philadelphia	146	292	146	584	4,380	87,600
1600	Buffalo	165	330	165	660	4,950	99,000
1700	Pittsburgh	366	732	366	1,464	10,980	219,600
1800	Cincinnati	379	758	379	1,516	11,370	227,400
	<b>Total NESA</b>	<b>1,489</b>	<b>2,978</b>	<b>1,489</b>	<b>5,956</b>	<b>44,670</b>	<b>893,400</b>
2100	Winston-Salem	480	960	480	1,920	14,400	288,000
2200	Atlanta	288	576	288	1,152	8,640	172,800
2300	Florida	383	766	383	1,532	11,490	229,800
2600	Dallas	276	552	276	1,104	8,280	165,600
2900	Richmond	206	412	206	824	6,180	123,600
	<b>Total SSA</b>	<b>1,633</b>	<b>3,266</b>	<b>1,633</b>	<b>6,532</b>	<b>48,990</b>	<b>979,800</b>
5100	N. California	183	366	183	732	5,490	109,800
5400	S. California	161	322	161	644	4,830	96,600
5600	Seattle	145	290	145	580	4,350	87,000
5800	Houston	333	666	333	1,332	9,990	199,800
	<b>Total WSA</b>	<b>822</b>	<b>1,644</b>	<b>822</b>	<b>3,288</b>	<b>24,660</b>	<b>493,200</b>
6200	Chicago	248	496	248	992	7,440	148,800
6300	Minneapolis	165	330	165	660	4,950	99,000
6600	Denver	221	442	221	884	6,630	132,600
6700	Detroit	222	444	222	888	6,660	133,200
6900	St. Louis	227	454	227	908	6,810	136,200
	<b>Total MWSA</b>	<b>1,083</b>	<b>2,166</b>	<b>1,083</b>	<b>4,332</b>	<b>32,490</b>	<b>649,800</b>
	<b>GRAND TOTAL</b>	<b>5,027</b>	<b>10,054</b>	<b>5,027</b>	<b>20,108</b>	<b>150,810</b>	<b>3,016,200</b>

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